



JSC External Relations Overview

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The External Relations Office at the NASA Johnson Space Center is responsible for

- providing strategic leadership to all Center programs and policies related to external relations with other Federal Agencies, educational institutions and academia, the media, communities, and elected officials and their staffs.
- strategic leadership of JSC's internal communication efforts and establishing effective relationships with NASA Headquarters and the other Field Centers.
- creating a positive image of NASA and JSC, engaging and building productive partnerships with external entities, assuring customer satisfaction, and communicating (internally and externally) consistent with NASA strategic planning and the highest public standards.
- developing strategies, processes, and plans in collaboration with stakeholders, internal organizations, and customers to identify and assess opportunities, and evaluate feasibility of implementation.



External Relations includes:
Communications and Public Affairs, Public Outreach,
Legislative Affairs, University Relations, Community Relations
and Education

Our Communication and Outreach Challenge:

We must break through the “noise” to establish successful outreach that will

- Support NASA’s Mission
- Continue to INSPIRE
- Illustrate NASA’s Importance
- Share NASA’s IMPACT
- RELEVANCE
- RESULTS

As it always has, NASA stands ready to again transform our nation's perspectives and expectations, and to use space to reach for our highest potential. We are absolutely following both the spirit and letter of the Space Act – to benefit our nation, to make the most use of our emerging capabilities and develop new ones, in short to create a new world, and to be ready for the future we were already creating.

Lori Garver, NASA Deputy Administrator



Our goal is to change:

“**So What**”

to become.....

“**So, what...happens
next?**”

Imagine enabling hundreds, even thousands of people to visit or live in low Earth orbit, while NASA firmly focuses its gaze on the cosmic horizon beyond Earth.

An enhanced U.S. commercial space industry will create new high-tech jobs and spin off other new businesses that will seek to take advantage of affordable access to space.”

*Charlie Bolden
NASA Administrator*



Education

This year, JSC Education reached 285,791 students and 29,608 educators.

Highlights include:

- 8,735 Summer of Innovation participants
- 5,564 Higher Education and Student Employment participants
- 20,452 Aerospace Education Services Project participants
- 27,144 Digital Learning Network participants
- 5,076 NASA Explorer School participants
- 4,348 educators supported by the JSC Educator Resource Center
- 1,489 NASA Aerospace Scholars on-line participants
- ISS National Lab Education established at JSC with 6 projects initiated



Community Outreach

Community Outreach Activities

- 143 museums
- 37 community events
- 180 exhibits
- 29 sports events
- 152 Speaker's Bureau
- 32,968 community education outreach participants

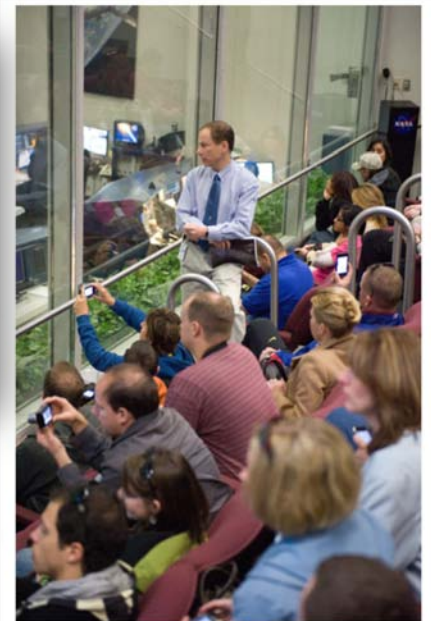


Astronaut Appearances

- 1,014 events
- 607 trips
- 45 states

JSC events

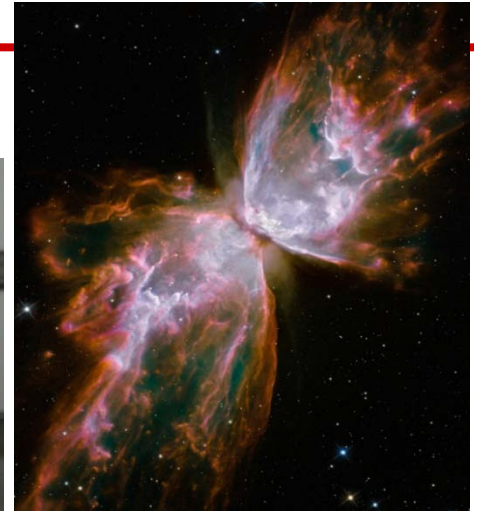
- 306 VIP tours
- 136 Education tours
- 6,155 total guests



Public Affairs and Media Support

This year, our Public Affairs and Media group provided support for four shuttle flights:

- 114 PAO in-flight downlinks
- 107 Media Briefings
- 1,450 Media interviews/visits (+13.5% over 2009)
- 1,875 live TV hours produced





Social Media

- **JSC Social media now includes:**

- YouTube (Reel NASA) My Space Facebook
Ustream Flickr Twitter

- **Social media and web impact:**

- 671,700 Teaching From Space educator website page views (+59% over 2009)
- STS-130 Tweet-up and STS-132 Tweet-up
- Twitter – 24 Astronauts tweeting
- Facebook: 82,200 like this

